



Sales	Retail
1221 6, 7	1222 20, 23
1222	1223 20, 22, 27, 28, 29
1223 6, 8	1224 20, 22, 26, 27
1224	1225 21, 22, 24, 26, 27, 28, 29
1225 3, 10	FOR
1226	FC SC
1229	MC PA
1240	
1244	RSM RBM

FAITH M. DECKER  
Key Account Manager

1130 Lake Cook Road  
Suite 210  
Buffalo Grove, IL 60089  
(847) 459-1750  
FAX (847) 459-5992  
VM #61071

July 6, 1998

All Sales Representatives  
All Division Managers  
All Key Account Managers  
All Account Managers  
All Region Managers

**Red Crown/Amoco Implementation / REVISED**

Ladies & Gentlemen:

As information, the current Red Crown Implementation Program will remain the same as was originally communicated to each of you back in February.

Due to RJR plan designation changes, a new payment schedule is being attached for your use, and replaces page 5 in your Red Crown packets. As you review the payment schedule you will notice that there are no payments for stores with local restrictions. Any store falling into the local restriction category should be considered non-self service. All Red Crown/RJR Agreements that were signed prior to July 1, 1998, (list attached) will need to be re-signed (revised RJR/Red Crown Agreement attached - replaces page 6 in your Red Crown packets). The merchandising portion of the Red Crown Program will remain the same, however, you will need to review the Partners Resource Plan and discuss Retailer Match, Bonus Eligibility, and the necessity of Value Added participation.

Listed are the forms needed for each account signed under the Red Crown Program:

- Revised Red Crown / R. J. Reynolds Member Marketing Agreement  
(Replaces Page 6 In Implementation Package)
- 7101 - Completed As Instructed On Page 2 Of Implementation Package
- PRP Contract (Indicate 8, 9 or 10 Weeks)
- Matching Documentation - If Applicable
- Merchandising Presence Bonus Plan Worksheet - If Applicable
- Brand Distribution (Use Your Region Brand Guidelines)
- Signed Plan-O-Gram
- VAP Authorization - **SUBMIT TO YOUR ROU**  
You should arrange for VAP Promotions - We Do Not Handle

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RA Plan:

The RA plan can be self service or non-self service. As company guidelines indicate, the RA Plan offers up to 5 weeks of PRP participation, however, the number of weeks offered should be determined by you and your local RJR management.

Merchandising Tables:

Please update Merchandising Tables using the NEW '98 Merchandising Table Entries. Update will NOT be made by this office.

Canceled Red Crown Contracts:

In the event a Red Crown member, for any reason, cancels an R. J. Reynolds contract, please submit a 7101 to the North Chicago Chain Office in Sussex, WI, removing the contract and the Chain ID number from the account.

In markets where Red Crown Packets have been sent to each sales rep, please begin signing the REVISED RJR/Red Crown Agreement enclosed (make copies as needed) and submit all appropriate forms.

If you have any questions, or concerns, please let me know.

Sincerely,

*Faith*

F. M. Decker  
Key Account Manager

FMD:dr

cc: Jack Geeting

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The Following Accounts Need To Have The New Red Crown / R. J. Reynolds Member Marketing Agreement Signed.....

Please Include:      Completed 7101      PRP Contract      Brand Distribution  
                                  Matching Documentation (If Applicable)      Signed Plan-O-Gram  
                                  Merchandising Presence Bonus Plan Worksheet (If Applicable)

Sales Rep	Name	SIS #		Sales Rep	Name	SIS #
622403	Jimenez Amoco	409388		623409	Kruse's Amoco	602601
623002	Lemont Amoco	367519		623409	Devonshire Gas	609732
623002	Westmont Amoco	821809		623409	H & H Food Shop	610625
623005	Bockman Amoco	437004		623409	Jose Pinarkyi	634789
623005	Fox Valley Amoco	744753		623409	Superlink Amoco	674883
623006	Amoco Gas/Food	664961		623409	Dempster / Green	866688
623006	Dan Lambert Amoco	865192		623409	P & P Amoco	954287
623008	Newark Amoco	226518		662502	Roe Amoco	445312
623008	Lakeview Food	386092		662502	Wornall Amoco	483346
623008	Gromann's Truck Stop	473410		662502	Amoco Service	626642
623008	Sheridan Amoco	534851		662502	Zarda Amoco	626660
623008	SBK Amoco	599424		662502	Zarda Amoco	626832
623008	Earlville Amoco	734110		662502	Stateline Amoco	830008
623008	Conroy's Amoco	761418		662502	College Amoco	882012
623008	Seneca Amoco	781691		672803	Toma & Sons Amoco	745671
623008	Kotecki Service	860315		672803	12 Ryan Amoco	813746
623202	Jim's Amoco Food	030921		672803	13 & Hoover Amoco	836016
623202	Doug Koss Amoco	966292		672804	Berkley Amoco	063981
623401	Tony's Amoco	449456		672804	Romeo Amoco	821279
623401	Shantara Corp	488909		672805	S & R Amoco	610791
623402	South Bound Amoco	581658		672806	Rick's Amoco	459688
623402	Boulevard Amoco	696084		672806	16 Amoco	730983
623403	S & D Amoco	366314		672806	15 Mi Amoco	821198
623403	Amoco Food Shop	502982		673005	10th & Telegraph Am	402701
623403	Militos Amoco	537707		673005	Wally's Amoco	556074
623403	Belray Amoco	554979		673005	13th & Greenfield	676101
623403	Div & Noble Amoco	655579		673005	7th & Wyoming	825362
623403	Amoco Food Shop	804120		673201	Belleville Amoco	612444
623403	Rog Amoco	822233		673207	Bob & Otto's	309789
623403	Sheridan Amoco	866484		673207	Westgate Amoco	651275
623405	Amoco Food Mart	645002		673207	South Main Amoco	821201
623405	Amoco Food Shop	765677		673208	Wayne Palmer	136603
623405	Amoco Food Shop	866526				
623408	Amoco Food Shop	431216				

**Accounts Added After 6/30/98**

622405	Amoco Oil	618628		623405	Amoco Food Shop	501499
622405	Amoco Food Shop	660354				
622405	Amoco Oil	637326		662502	Paul's Olathe Amoco	746494
622405	Amoco Oil	809564				
622405	Amoco Oil	568743		672804	Hayes Ex Amoco	821199
622405	Amoco Food Shop	637336		672806	Nightingales	231673
623006	Amoco Food Shop	666875		672806	Brians Food Shop	821238
623006	Amoco Food Shop	407336		673202	Sunshine Amoco	790470
623006	Amoco Food Shop	551066		673207	Zeina Gas	708135
623006	Amoco Food Shop	784857		673207	Andi Petroleum	653534
623006	Amoco Food Shop	589561				
623402	Ultimate Amoco	823377				
623402	Ahmad's Amoco	830410				
623405	Amoco Food Shop	429024				
623405	Foster Cicero Amoco	730859				
623405	Harlem-Higgins Amoco	376038				

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**Red Crown Member  
Two Company  
1998 Display Payment Schedule**

<b>RJR Cartons/Week Volume Range</b>	<b>RJR Self Service Contract Plans</b>	<b>Red Crown Self Service Monthly Payment</b>	<b>RJR Non-Self Service Contract Plans</b>	<b>Red Crown Non- Self Service Monthly Payment</b>
<b>0-16</b>	<b>RA</b>	<b>\$25</b>	<b>RA</b>	<b>\$25</b>
<b>17-26</b>	<b>TSL2A</b>	<b>\$190</b>	<b>TNL2A</b>	<b>\$100</b>
<b>27-35</b>	<b>TSL2B</b>	<b>\$200</b>	<b>TNL2B</b>	<b>\$110</b>
<b>36-42</b>	<b>TSL2C</b>	<b>\$210</b>	<b>TNL2C</b>	<b>\$120</b>
<b>43-48</b>	<b>TSL2D</b>	<b>\$240</b>	<b>TNL2D</b>	<b>\$140</b>
<b>49-57</b>	<b>TSL2E</b>	<b>\$255</b>	<b>TNL2E</b>	<b>\$150</b>
<b>58-67</b>	<b>TSL2F</b>	<b>\$270</b>	<b>TNL2F</b>	<b>\$165</b>
<b>68-78</b>	<b>TSL2G</b>	<b>\$295</b>	<b>TNL2G</b>	<b>\$185</b>
<b>79-93</b>	<b>TSL2H</b>	<b>\$305</b>	<b>TNL2H</b>	<b>\$195</b>
<b>94-109</b>	<b>TSL2I</b>	<b>\$330</b>	<b>TNL2I</b>	<b>\$215</b>
<b>110-138</b>	<b>TSL2J</b>	<b>\$370</b>	<b>TNL2J</b>	<b>\$240</b>
<b>139-165</b>	<b>TSL2K</b>	<b>\$385</b>	<b>TNL2K</b>	<b>\$265</b>
<b>166-199</b>	<b>TSL2L</b>	<b>\$405</b>	<b>TNL2L</b>	<b>\$290</b>
<b>200-238</b>	<b>TSL2M</b>	<b>\$430</b>	<b>TNL2M</b>	<b>\$330</b>
<b>239-278</b>	<b>TSL2N</b>	<b>\$450</b>	<b>TNL2N</b>	<b>\$360</b>
<b>279-319</b>	<b>TSL2O</b>	<b>\$470</b>	<b>TNL2O</b>	<b>\$370</b>
<b>320-362</b>	<b>TSL2P</b>	<b>\$490</b>	<b>TNL2P</b>	<b>\$390</b>
<b>362 +</b>	<b>TSL2Q</b>	<b>\$510</b>	<b>TNL2Q</b>	<b>\$405</b>

*Red Crown / R. J. Reynolds  
Member Marketing Agreement*

R. J. Reynolds Contract Plan:  
(Refer To Red Crown Grid)

\_\_\_\_\_

R. J. Reynolds PRP Plan:  
(Indicate # Of Weeks)

\_\_\_\_\_

Volume Level / Range:  
(Refer To Red Crown Grid)

\_\_\_\_\_

Self Service or Non-Self Service:

\_\_\_\_\_

Preferred Tobacco Supplier Name:

\_\_\_\_\_

Preferred Tobacco Supplier SIS #:

\_\_\_\_\_

Red Crown Chain ID #:  
(Issued By North Chicago Chain)

\_\_\_\_\_

**Partners Resource Plan:**

Plan **Must** Be Administered By The Local R. J. Reynolds Field Sales Representative.  
The Following Must Be Included With This Agreement:

7101

PRP Contract (Indicate 8, 9 or 10 Weeks)

Matching Documentation - If Applicable

Brand Distribution (Use Region Guidelines)

Signed Plan-O-Gram

Red Crown Member Name:

\_\_\_\_\_

Retail Business Name (DBA):

\_\_\_\_\_

R. J. Reynolds SIS Account #:

\_\_\_\_\_

Number Of Stores:

(If Chain Attach Store List)

\_\_\_\_\_

Red Crown Member Signature:

\_\_\_\_\_

Date: \_\_\_\_\_

R. J. Reynolds Rep Signature:

\_\_\_\_\_

Date: \_\_\_\_\_

R. J. Reynolds Employee #:

\_\_\_\_\_

**Return Completed Agreement With Attachments To:**

R. J. Reynolds Tobacco Company  
North Chicago Chain Division  
W238 N7037 Michele Lane  
Sussex, WI 53089  
Attention: Debbie Raith

51846 6148

July 6, 1998

ROU's:

Please distribute the enclosed letter to all  
RJR personnel listed on the letter as soon as  
possible.

Thanks for your assistance.

Debbie

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